

Fashion Calendar 1940

3/8/40

JANUARY

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WEEK OF MARCH

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK ENDING FRIDAY, MARCH 5, 1948

Now Going On	SEVENTH PRESENTATION: "FASHIONS IN FABRIC"	ARKAY JR.; MARGOT DRESSES; JUNIOR FORMALS	498 SEVENTH AVENUE ARKAY JR. SHOWROOM
	An original display screen by Marcel Vertes forms the background for the Wesley Simpson Custom Fabrics and Custom Scarfs used by both Arkay Juniors and Margot Dresses for their summer fashions. The display will continue for two weeks. Attendance by invitation. Contact: Kenneth R. Williams, LO. 5-2626.		

Saturday March 6 10:00 A.M.	TEEN-AGE FASHION SHOW IN NEWARK	KRESGE-NEWARK	MOSQUE THEATRE NEWARK, N. J.
	Fifty-nine teen-age models, members of the store's Calling All Girls Club, will take part in the show. Mary Ann de Sane, the club's polio-stricken member, will accept the club's collection in the name of the March of Dimes Fund. Open to public. Publ.: Marie R. Guthrie, Mitchell 2-8000.		

WEEK BEGINNING MONDAY, MARCH 8, 1948

Monday March 8 11:00 A.M.	PRESS SHOWING OF SPECIAL MILLINERY	BERGDORF GOODMAN	754 FIFTH AVENUE
	Bergdorf Goodman will present a showing of special millinery to the press. Attendance strictly by invitation. Publicity: Florence Neff, PL. 3-7300.		

Monday March 8 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	JAECKEL, INC. (10 EAST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
	Jaekel will present a luncheon showing of new Spring daytime, afternoon, and evening fashions. Also, fur stoles and scarves. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Jaekel Publicity: Mr. A. L. Stewart, PL. 5-7000. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		

Monday March 8- March 14 1:00 P.M.- 11:00 P.M.	FOURTH ANNUAL ANTIQUES SHOW	LEADER ENTERPRISES, INC.	MADISON SQUARE GARDEN 307 WEST 49TH ST.
	One-hundred fifty representative dealers from the entire country plus outstanding collectors will display about 50,000 items, representing a value of approximately \$10,000,000. "Discover a Treasure Within Your Budget" is the selling theme of the show, with low-priced items promised for every price group. Price of tickets: \$1.50 (including tax). Discount tickets for groups: 90¢ (including tax). Contact: Morton Yarmon, BE. 3-6010.		

March 8- March 13	INTERNATIONAL FLOWER SHOW AT GRAND CENTRAL PALACE. Tickets: \$1.75. Publicity: Horticultural Society of N.Y., PL. 9-6200.		
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday March 8	CONTEMPORA SCARVES PRESENTATION The new Contempora Scarves, of pure silk, by a group of outstanding American painters--Doris Lee, William Gropper, Robert Gwathmey, Stuart Davis and others--show how effectively fine art can be used in high fashion when the artist conceives his composition in terms of its ultimate fashion application. Full color palate of the original paintings are reproduced by intricate silk screening. Publicity for Contemporary Design, Inc.: Augusta Arnold, RE. 7-1245. Altman Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	STREET FLOOR
Monday March 8- March 14	ANTIQUE AUTO EXPOSITION More than 100 early model automobiles and "horseless carriages", reminiscent of the historic "get a horse" era, will be exhibited. Every car in the show will be in perfect working condition. Admission: \$1.00 plus tax; children 50¢. Publicity: Adria Aldrich, RE. 4-4537.	VETERAN MOTOR CAR CLUB OF AMERICA	71ST REGIMENT ARMORY PARK AVE & 34TH ST.
Beginning March 8- March 20	SHOE BUCKLES OF 200 YEARS An exhibition of shoe buckles worn in the 18th, 19th and 20th Centuries, including examples of jeweled, cut steel, metal and fabric types. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Monday March 8- March 20	FORTY-FIFTH ANNUAL AMERICAN TOY FAIR Preview for the trade of complete lines of toys, games and hobby materials. More than 800 exhibitors will display 100,000 varieties of American made playthings at the Hotel McAlpin; at 200 Fifth Ave. (headquarters Toy Mfrs. of U.S.); at 1107 Broadway; and at the Hotel Breslin. Publicity: Ruth Millard, SP. 7-4462.	TOY MANUFACTURERS OF THE U. S. A.	HOTEL McALPIN HOTEL BRESLIN
Tuesday March 9 10:30 A.M.	PRESS PREVIEW: SPRING CUSTOM COLLECTION Alice Orovan will present her Spring custom-order collection to the press. (Note change of time). Attendance strictly by invitation. Publicity: Nona James, VO. 5-3440.	ALICE OROVAN	785 FIFTH AVENUE
Tuesday March 9 12:15 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING "After Easter-What, We'll Show You!"--millinery fashions and dresses from Summer collections. Speaker: Hector Escobosa, General Manager of Frederick and Nelson, Seattle. Subject: "Merchandising The Summer Hat". Commentator: Maud G. Moody, Millinery Editor, "Women's Wear Daily". Chmn. of Millinery Div.; Frances Hodges. Price (including tax and tip): \$3.50 for members; \$4.00 for guests (plus optional 50¢ for Red Cross 1948 Fund). Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Tuesday March 9 1:00 P.M. Luncheon	MOTHER AND DAUGHTER FASHIONS IN WOOL Easter Parade of Mother and Daughter Fashions in wool, sponsored by the International Wool Secretariat. Clothes from Saks Fifth Avenue. Press by invitation. Publicity: June Hamilton Rhodes, Bureau of Fashion Trends, MU. 3-7661, or Helen Kauper, Saks Fifth Avenue, PL. 3-4000.	INTERNATIONAL WOOL SECRETARIAT	JUNIOR LEAGUE CLUB (221 E. 71 ST.)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 9 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Jonai will present new custom-order fashions during luncheon. Hats by Braagaard. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Contact: Joseph Nathan, PL. 5-3500. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	JONAI INC. (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 9 3:00 P.M.	PRESS SHOWING OF FURS FOR SPRING Esther Dorothy will present Spring furs, featuring stoles and jackets for daytime and evening wear. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	ESTHER DOROTHY	68 EAST 56TH STREET SALON
Wednesday March 10 10:00 A.M.	OPENING OF NEW ADRIAN ROOM First showing by Adrian at Gunther's, to be presented in the new Adrian Room, which will be a replica of his Beverly Hills Salon. The Adrian collection will be carried in N.Y. exclusively by Gunther. For press, by invitation only. Publicity: Nona James, VO. 5-3440.	GUNTHER	666 FIFTH AVENUE 3RD FLOOR
Wednesday March 10 1:00 P.M. Luncheon	CHILDREN'S FASHIONS AND SPRING ACCESSORIES Fashions for children from two to eight years old. Also, a showing of Spring accessories including jewelry, gloves, handbags, scarfs. Day-time and evening fashions by Oleg Cassini. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room, headwaiter, RE. 4-5900. Georg Jensen Publ: Martha Swigart, EL.5-6630. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanson, RE. 4-5900.	GEORG JENSEN, INC.	HOTEL PIERRE COTILLION ROOM
Wednesday March 10 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Hats for Easter and Spring by Dorothy Gordon, featuring flowers, straws, and novelty fabrics. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Contact: Dorothy Gordon, EL. 5-9641. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DOROTHY GORDON (14 EAST 56TH ST.)	WALDORF-ASTORIA SERT ROOM
Wednesday March 10 2:30 P.M.	SHOWING OF SPRING MILLINERY FASHIONS New Spring millinery will be presented at Altman's. Open to public. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Thursday March 11 1:00 P.M. Luncheon	SHOWING OF "LOVE STORY IN FLOWERS" Kathryn Churchill will present a "Love Story In Flowers", showing two kinds of weddings with appropriate flowers: the first, a "conservative" white wedding; the second, all pink. Fashions by Jay Thorpe. Diamonds by Van Cleef and Arpels. Flowers by Ariston. Press by invitation. Public by reservation. For reservations, contacts "Fred", headwaiter, PL. 3-1740. Contact: Mary Elizabeth Fisk, LA. 4-0499. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	KATHRYN CHURCHILL (110 WEST 28TH ST.)	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 11 2:30 P.M.; 7:00 P.M.	"THREE NEW LOOKS FOR EASTER" Presentation of miss and junior miss daytime fashions, suits, coats and dresses stressing three silhouettes: bell, triangle and column. Open to public. Publicity: Helen Denson, Denson-Frey & Affiliates, MU. 3-3295.	HEARN'S 5TH AVE. & 14TH ST.	5TH FLOOR AUDITORIUM
Thursday March 11 3:00 P.M. Cocktails	PRESS SHOWING OF SPRING CUSTOM ORIGINALS Farquharson and Wheelock will present their Spring collection of custom originals. Showing promptly at 3:00 P.M. to be followed by cocktails. Attendance by invitation only. Commentary and publicity: Mary Alice Rice, CI. 6-1790.	FARQUHARSON & WHEELLOCK	23 WEST 57TH STREET SALON
Friday March 12 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION MEETING The ready-to-wear division of The Fashion Group will present "Summer Weekends in Five Scenes", a showing of cotton and linen fashions for all occasions from beach to ballroom. Commentator: Ruth E. Waltz, Adv. Mgr. of Milgrim. Chmn. Ready-To-Wear Div.: Nancy White. Price: \$3.50 for members; \$4.00 for guests (1 for each member) including tax & tip). Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Monday March 15 11:00 A.M.; 2:30 P.M.	"LEAP-YEAR LOOK" IN FUR AND CANVAS Ruddy-Zito will present Paris-inspired fur fashions for Fall and new collegiate junior models. By invitation. Showings by appointment, March 16-March 19. Contact: LO. 4-3577 or PE. 6-5000. Publicity: Irving Rosen, CH. 2-7930.	RUDDY-ZITO CO., INC. (333 SEVENTH AVE.)	HOTEL PENNSYLVANIA KEYSTONE ROOM
Monday March 15 1:00 P.M. Luncheon	"PINK ROOM VICTORIANA" MILLINERY SHOW Russeks Fifth Avenue's latest Pink Room collection of "sonnet bonnets" will be presented during luncheon. Press by invitation. Public by reservation. For reservations contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL IRIDIUM ROOM
Postponed March 15	HELENA RUBINSTEIN'S SALON AND EXECUTIVE OFFICE BUILDING OPENING, ORIGINALLY SCHEDULED FOR MARCH 15, HAS BEEN POSTPONED TO TUESDAY, APRIL 6, FROM 5:00 P.M. TO 7:00 P.M. (See Page 8).		
March 15	NATIONAL HOBBY WEEK (March 15-March 22).		
Tuesday March 16 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Macy's will present new Spring fashions during luncheon. Press by invitation. Public by reservation. For reservations, contact head-waiter, PL. 3-4600, Ext. 20. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MACY'S NEW YORK	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 16 2:30 P.M. 3:30 P.M.; 4:30 P.M.	PRESS PREVIEW: NEW "U" HAIRCUT Showing for the press of the new "U" haircut created by Mr. Leon of the American Hair Design Institute. Three demonstrations, one-half hour each. By invitation only. Publicity: Eleanor Rowlands, MO. 4-9292.	AMERICAN HAIR DESIGN INSTITUTE	70 WEST 46TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 17	ST. PATRICK'S DAY (Wednesday).		
Wednesday March 17 1:00 P.M. Luncheon	"N.Y. DISTINCTION" FASHION SHOW The Tailored Woman will present a promenade of morning to evening Spring Silhouettes, "as varied and as eye-arresting as our fabled skyline." Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
Wednesday March 17 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Alice Orovan will present her Spring custom-order collection during luncheon. For benefit of American Red Cross Fund. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Publicity: Nona James, VO. 5-3440. Hotel Pierre Publicity: Mrs. Herbert MacGrey Hanscom, RE. 4-5900.	ALICE OROVAN (785 FIFTH AVE.)	HOTEL PIERRE COTILLION ROOM
Cancelled March 17	ALTMAN'S "EASTER PARADE" FASHION SHOW, ORIGINALLY SCHEDULED FOR WEDNESDAY, MARCH 17, AT 2:30 P.M., HAS BEEN CANCELLED.		
Thursday March 18 12:15 P.M. Luncheon	ACCESSORIES LUNCHEON MEETING "Summer Accessories Make News--How to Promote Shoes, Hosiery, Gloves, and Handbags". Speakers: L.J. Horan, President of J. & J. Slater; and Harry L. Weisman, Merchandising Mgr. of accessories and small wears, The Hecht Co., Washington, D.C. Chmn. of Accessories Div.: Betty Held. Price (including tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday March 18 1:00 P.M. Luncheon	CHILDREN'S FASHIONS AT LUNCHEON SHOW Easter and Spring fashions for children will be presented by L. Brogan during luncheon. Press by invitation. Public by reservation. For reservations, contact Mrs. Otis, PL. 3-1740, Ext. 176. Publicity: Alexandre Tarsaidze, PL. 3-1241. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 169.	L. BROGAN	HOTEL PLAZA TERRACE ROOM
Thursday March 18- March 19	"A NEW CONCEPT OF MARKETING MANAGEMENT" Contact: American Marketing Assoc., 330 West 42nd St.	AMERICAN MANAGEMENT ASSOCIATION	HOTEL NEW YORKER
Friday March 19 10:00 A.M. Coffee & Brioche	"THE FRENCH AIR" -- MIDSEASON COLLECTION David Westheim will present "The French Air"--his midseason collection of authoritative adaptations based on current French showings. Attendance by invitation only. Publicity: Stephanie Frey, Robbins and Barber, MU. 5-0863.	DAVID WESTHEIM	1400 BROADWAY SHOWROOM
Saturday March 20 11:00 A.M.	"CALLING ALL GIRLS" FASHION SHOWING Teen and "Glamma-Teen" fashions will be presented at Gimbel's "Calling All Girls" show. Nancy Pepper will be present and will introduce her new book "Teen-Age Blues." Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBEL BROTHERS	5TH FLOOR HIGH SCHOOL DEPT.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 20	FIRST DAY OF SPRING (Saturday).		
March 21	PAIM SUNDAY		
March 21- March 27	HOLY WEEK No regular luncheon fashion shows have been scheduled at the following hotels: Ritz Carlton, Waldorf-Astoria, Pierre, Plaza.		
Monday March 22 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Millinery fashions by Cesar Rubio will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Cesar Rubio and St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	CESAR RUBIO (40 EAST 50TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday March 22- April 2	CHILDREN'S CLOTHES FROM LONDON New collection of "Renown" children's clothes from London in addition to Berkertex women's suits and dresses in English worsteds and tweeds. By appointment. Contact: Mr. Leslie M. Berker (after March 10) at Waldorf-Astoria, EL. 5-3000.	BERKERTEX BOND ST., LONDON	WALDORF-ASTORIA
Tuesday March 23- March 24 10:00 A.M.- 5:00 P.M.	EXHIBITION OF NEW GLOVES Trude Schoeman will present her Spring and Summer collection of hand-made gloves for daytime, sport, and afternoon wear, coordinated with custom-made gloves and handbags. For the press and her private clientele. Attendance by invitation. Contact: Trude Schoeman, VI. 9-8009.	TRUDE SCHOEMAN	SAVOY PLAZA MANDARIN FOYER
March 25	HOLY THURSDAY		
March 26	GOOD FRIDAY		
March 28	EASTER SUNDAY		
Monday March 29 8:30 A.M. Breakfast	PRESS SHOWING OF "GRANDDAUGHTER'S TRUNK" Saks 34th will present "Granddaughter's Trunk", Minx Modes dresses for all occasions in the Younger Set Shop. Attendance by invitation only. Publicity: Frances Eisner, LA. 4-7000, Ext. 445.	SAKS 34TH STREET	2ND FLOOR YOUNGER SET SHOP
Monday March 29 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Rose Sapphire will present her Spring and Summer millinery fashions during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Contact: Rose Sapphire, WI. 2-4374. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ROSE SAPPHIRE	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday March 30 1:00 P.M. Luncheon	SUMMER COTTONS AT LUNCHEON SHOW Zachary Bogert's 1948 collection of daytime cottons for Summer and a few for evening wear. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Cotton Shop, contact Mr. Lawrence, PL. 9-7100. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 31 12:30 P.M. Luncheon	SPRING AND SUMMER LUNCHEON SHOWING Sydell will present her Spring and early Summer collection of suits, cocktail, dinner and evening clothes, followed by a bridal procession. Showing at 2:30 P.M. Price of tickets: \$6.50. For tickets, contact: ES. 7-2748.	SYDELL (666 FIFTH AVE.)	WALDORF-ASTORIA GRAND BALLROOM
Wednesday March 31 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Ready-to-wear and custom-made originals in dresses, ensembles and millinery will be presented by Maretta Feeley. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Contact: Maretta Feeley, PL. 5-6183. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	MARETTA FEELEY (6 EAST 53RD ST.)	WALDORF-ASTORIA SERT ROOM
Wednesday March 31 2:30 P.M.	SHOWING OF FASHIONS FOR BRIDES Altman's will present a bridal fashion show. Open to public. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
April 1	CANCER DRIVE DURING MONTH OF APRIL		
Thursday April 1 1:00 P.M. Luncheon	SHOES AND ACCESSORIES AT LUNCHEON SHOWING I. Miller will present shoes and accessories for early Summer during luncheon. Press by invitation. Public by reservation. For reservations, contact: Mrs. Otis, PL. 3-1740, Ext. 176. I. Miller Publicity: Louise Langdon, BR. 9-2000. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 169.	I. MILLER	HOTEL PLAZA PERSIAN ROOM
Saturday April 3- April 10	NATIONAL CROCHET WEEK AND CONTESTS First National Crochet Week since 1942, to be observed in department, variety, and chain stores. A window display contest and a nation-wide crochet contest will be conducted in conjunction with the event. Publicity: George Pounder, LE. 2-4455.	NATIONAL NEEDLECRAFT BUREAU, INC.	THROUGHOUT THE COUNTRY
Monday April 5- April 8	INTERNATIONAL BEAUTY SHOW FOR 1948 A four-day series of beauty and fashion events, including daily demonstrations of hair styling and showings of the newest coiffures. On Tuesday, April 6, at 1:45 P.M. and 3:00 P.M. there will be a "Junior Hair and Fashion Show--Tomorrow's Customers"; on Wednesday, April 7, at 1:45 P.M. and 3:30 P.M., a "Hair And Hat Fashion Revue"; at 8:00 P.M. and 9:30 P.M., a "Fabulous Fashions" presentation. All models from the Clyde Matthews Agency. Tickets: \$1.20-\$3.30. Publicity and Coordination: Diane Roberts, MU. 2-4382.	INTERNAT'L BEAUTY SHOW (19 WEST 44TH STREET)	GRAND CENT. PALACE LEXINGTON & 46TH
Tuesday April 6 3:00 P.M.	NEW COLLECTION BY HENRY ROSENFELD Russeks Fifth Avenue will present the new collection by Henry Rosenfeld. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	YOUNG 7TH FLOOR
April 6	ARMY DAY (Tuesday)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 6 5:00 P.M.- 7:00 P.M. Cocktails	OPENING OF SALON AND EXECUTIVE OFFICE BLDG. Helena Rubinstein will present a dramatization of salon services offered in her newly completed Salon and Executive Office Building at 655 Fifth Avenue, to the press and trade. (Opening originally scheduled for March 15). Attendance strictly by invitation. Publicity: Amy Blaisdell, EL. 5-2100.	HELENA RUBINSTEIN, INC.	655 FIFTH AVENUE
Wednesday April 7 1:00 P.M. Luncheon	SHOWING OF FURS FOR SPRING 1948 Furs for Spring will be presented during luncheon by Dein-Bacher of The Waldorf. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Dein-Bacher Publicity: Miss Courtney, PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday April 7 2:30 P.M.	"SUMMER ROUNDUP" FASHION SHOW A varied collection of summer fashions will be presented at Altman's. Open to public. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday April 7 4:00 P.M.- 6:30 P.M. Cocktails	PREVIEW TO INTRODUCE PERFUMED HAIRBRUSH Kent of London will have a press party to introduce a perfumed hair-brush for women. Attendance by invitation only. Publicity: Arthur Cooper, International Counseling, WH. 3-3140.	KENT OF LONDON	COLONY RESTAURANT 61ST & MADISON
Thursday April 8 1:00 P.M. Luncheon	SUMMER FURS AT LUNCHEON SHOW Showing of Summer furs by Aronowicz. Hats by Robert Dudley. Press by invitation. Public by reservation. For reservations, contact: Mrs. Otis, PL. 3-1740, Ext. 176. Aronowicz Publicity: Muriel Francis, PL. 9-5600. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	ARONOWICZ FURS (19 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM
Monday April 12 1:00 P.M. Luncheon	SPRING AND SUMMER MILLINERY SHOWING The Spring and Summer collection of hats by the Annas will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ANNAS' (22 EAST 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Wednesday April 14 1:00 P.M. Luncheon	BATHING SUIT FASHIONS AT LUNCHEON SHOW Franklin Simon will present bathing suits, play clothes, slacks and beach ensembles by Sun-Surf Modes. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Sun-Surf Modes Publicity: Nancy Goehring, MU. 4-7534. Franklin Simon Publicity: Frances Healy, WI. 7-9600. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	SUN-SURF MODES; FRANKLIN SIMON	WALDORF-ASTORIA SERT ROOM
Thursday April 15 4:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING OF TOMMIES A "Snooze News" broadcast of all the last-minute flash news about Tommies Pajamas. Showing promptly at 4:30 P.M. By invitation only. Commentator: Bert Bacharach. Contact: Marjorie Lobman, MU. 9-6292.	KAYLON, INC. (180 MADISON AVE.)	PRINCE MATCHABELLI CROWN ROOM (711 5TH)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week of April 19	ADVANCE FALL OPENINGS OF GUILD SHOE LINES The shoes to be featured at this opening are: early Fall styles in street, dress, formal and indoor types. Back-to-school shoes will be included as will shoes for coordination with ready-to-wear and accessories. Shoes purchased at this opening period will be for July, August and September delivery. The member firms of The Guild of Better Shoe Manufacturers are: Beleganti Shoes, Inc.; Cangemi, Inc.; Thos. Cort, Ltd.; Fox Shoe Mfg. Corp.; Jerro Brothers; Mackey-Starr, Inc.; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter deLiso, Inc.; Schwartz & Benjamin, Inc. (Custom-craft Originals); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; Reual, Inc.; M. Wolf Sons, Inc. (Lupine); Morris Wolock & Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Exec. Sec'y., 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
Wednesday April 21 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Russeks Summer collection will be presented during luncheon. Press by invitation. Puboic by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVE.	WALDORF-ASTORIA SERT ROOM
April 24	FIRST DAY OF JEWISH PASSOVER (Saturday).		
April 27	PACKAGING WEEK (April 27-May 3).		

F A S H I O N J O B S

JOBS WANTED

FORMER FASHION EDITOR trade publication. Exp'd publicist, stylist and fashion promotion. Radio, television & fashion show commentary background. JW-633

ASSISTANT TO PUBLICITY DIRECTOR or fashion coordinator. Exp: copy, layouts, radio, fashion shows, sales promotion, contact work. JW-634

JOBS WANTED

PUBLICITY DIRECTOR. Excellent exp. in promotional planning, advg., fashion analysis & shows, merchandising, writing business & fashion articles. JW-635

FASHION WRITING & CONTACT WORK. Exp. movie & fashion publicity; adv. copy; fashion editor, supervising photography. Minimum salary \$75. JW-636

WHEN CONTACTING A BOX NUMBER,
PLEASE REFER TO THAT NUMBER,
c/o FASHION CALENDAR
44 West 52 Street
New York 19, N.Y.
(EL. 5-3998)

PRICE OF 4-LINE INSERTION

Job Wanted.....\$2.50
Job Available.....\$5.00

(4 lines of 39 characters per line)

Deadline: Tuesday at 5:00 P.M.

Check or money order must accompany all job insertions.

MUSIC...MOVIES...THEATRE

Friday
March 5- BALLET Russe de Monte Carlo NEW YORK CITY CENTER, 131 WEST 55TH STREET
March 12

March 5: SERENADE, COPPELIA, RODEO
March 6: (Mat.) SWAN LAKE, NIGHT SHADOW, GAITE PARISIENNE
March 6: (Eve.) BALLET IMPERIAL, MADRONOS, PAS DE DEUX CLASSIQUE, GAITE
March 7: (Mat.) CONCERTO BAROCCO, THE NUTCRACKER, LOLA MONTEZ
March 7: (Eve.) GISELLE, CIRQUE DE DEUX, BILLY SUNDAY
March 9: THE NUTCRACKER, BILLY SUNDAY, SCHEHERAZADE
March 10: BALLET IMPERIAL, MADRONOS, BILLY SUNDAY, GAITE PARISIENNE
March 11: SWAN LAKE, MADRONOS, SCHEHERAZADE
March 12: GISELLE, CIRQUE DE DEUX, RODEO
Publicity: Michael Mindlin, CI. 7-5911.

Saturday
March 6 PREMIERE: "RELENTLESS" (Movie) LOEW'S CRITERION, BROADWAY & 45TH ST.
Columbia technicolor drama about an innocent man accused of murder, starring Robert Young, Marquerite Chapman, Willard Parker, Akim Tamiroff. Producer: Eugene B. Rodney. Director: George Sherman. Settings: Wilbur Menefee and James Roach. Costumes: Jean Louis. Publicity: Hortense Schorr, CI. 5-5000.

Monday
March 8 METROPOLITAN OPERA PRESENTATIONS, METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST.
March 8: DIE MEISTERSINGER VON NUERNBERG; March 10: PARSIFAL; March 11: LA TRAVIATA; March 12: (Mat.) TANNHAUSER; March 12: (Eve.) CARMEN; March 13: (Mat.) PETER GRIMES; March 13: (Eve.) TRISTAN UND ISOLDE.
Publicity: Margaret Carson, PE. 6-1200.

Sunday
March 14 OPENING: "TEMPORARY ISLAND" EXPERIMENTAL THEATRE, MAXINE ELLIOT THEATRE
The Experimental Theatre presents a play about a school teacher and a traveling circus, starring Vera Zorina, Ernest Treux, Philip Bourneuf. Producer: Cheryl Crawford. Director Halsted Wells. Settings and costumes: Larry Goldwasser. Publicity: William Doll, PL. 7-4836.

Tuesday
March 16 OPENING: "YOU NEVER CAN TELL" MARTIN BECK THEATRE, 45TH WEST OF B'WAY
The Theatre Guild, in association with Alfred Fischer, presents the George Bernard Shaw comedy starring Leo G. Carroll, Tom Helmore, Ralph Forbes, Frieda Inescort, Patricia Kirkland. Director: Peter Ashmore. Production supervision: Theresa Helburn and Lawrence Langner. Settings and costumes: Stewart Chaney. Publ.: Joseph Heidt, CO. 5-6170.

Tuesday
March 16 PREMIERE: "THE MIRACLE OF THE BELLS" (Movie) RIVOLI THEATRE, B'WAY & 49TH
RKO adaptation of the Russell Janey novel, starring Fred MacMurray, Valli, Frank Sinatra, Lee J. Cobb. Producer: Jesse L. Lasky and Walter MacEwen. Director: Irving Pichel. Settings: Darrell Silvera and Harley Miller. Costumes: Renie. Publicity: Rutgers Neilson, CO. 5-6500.

Wednesday
March 24 PREMIERE: "THE SEARCH" (Movie) VICTORIA THEATRE, B'WAY & 46TH
MGM drama about a mother's search for her child in post-war Germany, starring, Montgomery Clift, Aline MacMahon, Jarmila Novotna, Wendell Corey. Producer: Lazar Wechsler. Director Fred Zinnemann. Publicity: Herbert Crocker, BR. 9-7800.

Friday
March 26 PREMIERE: "APRIL SHOWERS" (Movie) STRAND THEATRE, B'WAY & 47TH ST.
Warner Brothers musical comedy about the days of vaudeville, starring Jack Carson, Ann Sothorn, Robert Alda, S. Z. Sakall. Producer: William Jacobs. Director: James Kern. Settings: Ben Bone. Costumes: Travilla. Publicity: Eve Siegel, CI. 6-1000.